

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

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| <b>Serial Number</b>  | 10/798,153   |
| <b>Confirmation Number</b>  | 5548   |
| <b>Filing Date</b>  | 03/10 2004   |
| <b>Title of Application</b>   | Targeted Advertising Based on Consumer Purchasing Data |
| <b>First Named Inventor</b>   | Edward A. Ludvig                                       |
| <b>Assignee</b>   | Microsoft Corporation                                  |
| <b>Group Art Unit</b>   | 2427   |
| <b>Examiner</b>   | Mark P. Stanley  |
| <b>Attorney Docket Number</b>   | MS1-1829US   |
| <b>Nature of the Office Communication to which this is responding</b> | Non-Final Office Action                                |
| <b>Date of the Office Communication</b>                               | 03/03/2009   |
| <b>Nature of this Document</b>  | Response to Non-Final Office Action                    |

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

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Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

**INTRODUCTORY COMMENTS**

This communication is responsive to the Office Action dated March 3, 2009.

**Amendments to the Claims** begin on page 3 of this document.

**Remarks** begin on page 14 of this document.

## **CLAIM AMENDMENTS**

### **Claim Amendment Summary**

#### **Claims pending**

- Before this Amendment: Claims 1, 2, 4-22 and 24-28.
- After this Amendment: Claims 1, 2, 4-22 and 24-31

**Non-Elected, Canceled, or Withdrawn claims:** None

**Amended claims:** 12 and 18

**New claims:** 29-31

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